

# The Charlotte Observer

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



## Target Reach And Coverage

	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Demos</b>										
Total Adults	2,118,212	528,131	25	712,699	34	1,227,609	391,898	32	503,282	41
Men	1,033,444	293,248	28	349,463	34	599,010	209,549	35	236,595	40
Women	1,084,768	234,883	22	363,236	34	628,599	182,349	29	266,687	42
18-24 Years of Age	256,960	27,885	11	51,995	20	148,874	21,712	15	35,007	24
25-34	390,873	59,730	15	103,950	27	236,145	36,049	15	62,517	27
35-44	428,415	94,421	22	128,489	30	262,933	78,271	30	99,005	38
45-54	402,841	109,945	27	152,445	38	240,799	91,425	38	118,492	49
55-64	308,006	108,051	35	137,943	45	171,854	77,354	45	97,341	57
65+	331,117	128,099	39	137,877	42	167,004	87,087	52	90,920	54
College Graduate+	482,455	174,393	36	222,790	46	350,762	146,131	42	183,332	52
Any College+	1,091,273	348,089	32	450,638	41	714,845	273,643	38	341,813	48
Prof'l/Mgmt/Busn & Finc'l Operations	515,095	159,542	31	208,809	41	341,903	120,825	35	160,437	47
Mgmt/Busn & Finc'l Operations	205,185	60,138	29	81,093	40	143,624	42,661	30	67,340	47
White collar	839,321	238,098	28	312,059	37	543,228	188,922	35	238,234	44
Employed	1,408,135	331,554	24	440,980	31	842,980	252,962	30	312,113	37
Married	1,248,346	346,361	28	444,830	36	732,675	254,456	35	305,848	42
1+ Children in HH	855,138	164,645	19	254,034	30	512,575	124,353	24	178,226	35
White	1,662,417	437,386	26	570,835	34	911,875	315,022	35	385,696	42
Black/African American	378,427	81,419	22	122,279	32	272,887	68,929	25	102,090	37
Hispanic	125,804	28,681	23	21,238	17	95,883	22,508	24	17,618	18
HHI \$75,000+	690,754	229,660	33	287,994	42	457,651	178,959	39	213,135	47
HHI \$50,000+	1,094,355	331,820	30	433,005	40	685,239	253,075	37	308,862	45
HHI \$35,000+	1,522,437	426,795	28	565,321	37	941,914	323,309	34	402,577	43
Own Home	1,664,441	460,556	28	598,666	36	952,456	337,457	35	419,237	44
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	1,521,306	357,036	24	493,773	33	818,031	252,743	31	334,632	41
Own/lease 1+ Foreign Vehicles	1,165,066	294,737	25	408,084	35	692,561	237,751	34	301,878	44
HH Owns 2+ Vehicles	1,418,435	342,719	24	467,886	33	782,525	247,495	32	316,166	40
HH Own any Vehicle Bght New or Leased	1,281,787	352,682	28	459,314	36	796,064	275,393	35	339,347	43
HH Plans to Buy Veh New/leased Next Yr.	199,893	58,459	29	75,853	38	132,271	40,018	30	53,567	41
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	213,189	58,432	27	79,949	38	141,899	48,533	34	58,054	41
Information Technology (Network/Internet)	84,419	25,299	30	28,852	34	70,397	24,791	35	25,236	36
Communication Equipment	76,269	23,861	31	25,829	34	45,754	19,973	44	19,870	43
Communication Services	117,979	33,349	28	46,794	40	81,272	29,090	36	36,163	45
Overnight Delivery Services	57,846	21,010	36	25,850	45	49,237	20,502	42	23,190	47
Business Travel or Convention	104,420	33,706	32	34,309	33	76,925	26,039	34	28,010	36
Office Equipment (Photocopier, Fax, Etc.)	131,177	38,172	29	49,801	38	90,626	30,083	33	37,601	42



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Financial</b>										
Own Any Stock	625,417	204,159	33	251,164	40	408,212	162,881	40	193,211	47
Account With Broker	191,688	80,560	42	99,370	52	138,704	65,116	47	79,547	57
Own Mutual Funds	574,096	199,014	35	232,168	40	383,386	152,496	40	170,376	44
Used Any Amex Card-3 Months	202,569	81,583	40	109,101	54	144,672	68,053	47	85,030	59
Used Any Visa Card-3 Months	1,176,854	338,521	29	460,102	39	759,756	262,085	35	341,062	45
<b>Domestic Travel</b>										
1+ Trips	1,678,303	451,720	27	615,746	37	1,031,235	341,230	33	440,136	43
1+ Air Trips	579,241	187,528	32	263,643	46	429,765	155,285	36	208,715	49
1+ Personal/Vacation Air Trips	508,243	173,449	34	237,421	47	374,939	143,355	38	185,682	50
1+ Business Air Trips	495,264	135,444	27	197,225	40	321,420	105,646	33	137,288	43
Used Travel Agent	133,368	36,789	28	42,999	32	92,684	28,416	31	35,269	38
Car Rental For Business	200,591	68,701	34	89,662	45	140,344	48,793	35	69,763	50
Car Rental For Personal/Vacation	387,896	107,476	28	144,812	37	281,983	97,301	35	118,707	42
Hotel/Motels-For Business	443,107	136,234	31	187,596	42	291,619	105,697	36	133,103	46
Hotel/Motels-For Personal/Vacation	1,093,876	317,700	29	416,431	38	674,894	238,975	35	304,382	45
<b>Foreign Travel</b>										
1+ Trips Outside Hawaii	612,151	187,097	31	223,757	37	427,799	151,342	35	175,183	41
1+ Cruise	257,378	68,178	27	95,120	37	150,174	54,376	36	70,658	47
<b>Domestic Destinations</b>										
Orlando	192,840	43,684	23	77,565	40	133,736	35,828	27	63,595	48
Washington D.C.	86,425	33,941	39	41,174	48	63,812	29,904	47	33,777	53
Atlanta	225,874	66,742	30	92,249	41	174,991	58,100	33	74,605	43
<b>Foreign Destinations</b>										
Canada	107,449	46,839	44	56,224	52	83,418	40,344	48	44,468	53
Mexico	190,814	59,015	31	65,704	34	122,515	48,336	40	52,668	43
Japan/China/Far East	77,700	25,234	33	33,842	44	63,495	21,694	34	26,176	41
Europe	149,628	44,139	30	48,214	32	120,268	38,023	32	39,624	33
Caribbean/Bahamas	262,415	81,178	31	118,444	45	186,223	66,157	36	90,593	49
<b>Technology</b>										
Own Cellular Phone	1,543,057	394,785	26	532,949	35	955,909	311,413	33	394,781	41
Own PC	1,502,727	383,470	26	540,444	36	914,153	300,660	33	393,031	43
Bought Hardware/Software	811,179	225,794	28	305,441	38	511,857	170,269	33	212,530	42
Have Online Service	1,419,405	380,507	27	526,648	37	879,447	286,983	33	381,518	43
Shop Online	1,077,810	285,602	27	418,423	39	683,475	222,606	33	303,416	44
Purchase Online	1,020,350	271,263	27	395,669	39	653,154	212,152	33	287,024	44